Hires Magic Story

The Charles E. Hires Company
Philadelphia
THIS is the Hires Magic Story of three most delicious and wholesome drinks for both children and grown-ups.

To find the magic rub the lower part of each page with a coin, spoon or pencil.

RUB HERE AND MEET WHITE BIRCH, GINGER AND ROOTY
A great tribe of Indians were having a party in honor of a wonderful drink that they all liked because it had such a delicious and refreshing flavor. Little “White Birch” was guest of honor because she discovered that Birch Bark tasted good.
“White Birch’s” squaw mama pounded the bark into a pulp and made a drink that all the Indians liked and from that day “White Birch” was a favorite. When news came that a great ship was off shore she was allowed to go along with the braves to see it.
On the ship was a bright little English boy called "Ginger" because he had found some Ginger Root, which the English people used to flavor their drinks. He and his daddy sailed with Sir Walter Raleigh to settle in the new land across the sea.

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The Indians and settlers were suspicious of each other, but little “White Birch” and “Ginger” ran ahead and at once became friends, and the friendship lasted all the rest of their lives.

People of today enjoy delicious and energy building drinks, free from harmful ingredients, and also realize how economical Hires R-J Root Beer is.

Friends of Hires Extracts are lifelong friends. One glass will convince you of what really wonderful drinks these Extracts make.
And now we want you to meet “Rooty”... a healthy, happy boy of today who is playing base ball in the “City of Brotherly Love”... founded by William Penn where “White Birch” and “Ginger” used to play together.

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One of them is your guarantee of real Root Juice Extracts; the other shows that Hires R-J Root Beer has been accepted by that great health-protecting body, The Committee on Foods of the American Medical Association.
After the game "Rooty" always brought the "gang" around to the house for a drink of Hires R-J Root Beer and ... oh boy! ... was it good! Rooty's mother always had a supply of Hires R-J Root Beer in the ice box.
“Rooty” could hit and throw the ball farther than any of the other boys, and at school he won the prize for being the healthiest boy... because his mother gave him the purest foods and drinks.

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The extracted juices of Nature’s most prized herbs, roots, barks, and berries make: Hires R. J. Root Beer... Ginger Beer... Birch Beer delicious and refreshing. Here are a few of them:

SARSAPARILLA  HOPS  VANILLA  GINGER ROOT
BIRCH BARK  LICORICE  CHIRIST  SASSAFRAS
JUNIPER BERRY  WHALDEN  CHINESE  PINECONE
“Rooty” always wanted to help mother make Hires drinks, but she says it is so easy she doesn’t need any help. He never could understand how so many bottles could be made from one package.

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40 Bottles from a 30c Package

Everyone can afford to drink Hires Root Beer

Costs less than 1¢ a glass.
“Don’t forget that package of Hires R-J Root Beer Extract, mother,” says Rooty, when she calls up to see how her little boy is getting on at home. “You know I promised the kids a treat and there is nothing they would rather have at a party than Hires R-J Root Beer.”

A MESSAGE from ROOTY:
And say, kids, Buck Smith sure knew what he was talking about. Mother brought home the Hires R-J Root Beer Extract and we sure had a swell party. We also found out that half a teaspoonful of Hires Extract with some sugar in my glass of milk makes a great drink...I’ll drink all the milk she gives me made this way. It is just as good in hot milk, too. Try Hires R-J Root Beer Extract in your milk, and see if I don’t know what I’m talking about!

R-J is your guarantee of Real Root Juice Extracts

Rooty